



News Advisory

For Immediate Release:
Friday, December 3, 2004

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First 300 Skiers and Boarders to Receive Free Helmets at Brighton

- WHAT:** The first 300 skiers and boarders who come to Brighton Ski Resort Saturday morning, Dec. 4, will receive a free, certified helmet courtesy of the Utah Department of Health (UDOH). Skiers and boarders who wear their UDOH helmets at the resort will also receive \$5 off a lift ticket for the day.
- WHY:** UDOH data show that each year more than 1,800 Utahns suffer a traumatic brain injury. Each day, one Utahn dies as a result of a brain injury. The UDOH is giving away the helmets to raise awareness of the problem of traumatic brain injury and to emphasize the importance of helmets in injury prevention.
- WHO:** Representatives from Brighton Ski Resort, the Utah Department of Health Violence and Injury Prevention Program and brain injury survivors will be available to talk about the problem of traumatic brain injury in Utah and the importance of wearing helmets.
- WHEN:** 9:00 a.m. Saturday, December 4, 2004
- WHERE:** The Brighton Center at Brighton Ski Resort. (The Brighton Center is the resort's main lodge – the large wood A-frame building. Parking attendants will be available to direct you to the center.)
- PHOTO
OPPS:** Utah Department of Health staff will help fit helmets on young skiers. Brighton will allow photographers on the slopes for additional video.
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MORE
INFO** Please see the accompanying news release.

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